
N E W S L E T T E R

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YOU TALKED AND WE LISTENED

Long-range planning is a good thing, or so the public library community has heard repeatedly from the Kentucky Department for Libraries and Archives (KDLA), as well as other library professionals. Not an agency to preach to others that which it does not practice itself, KDLA has spent the past several years planning its own future services and programs. Our newly revised strategic plan focuses on how we can better serve our public library customers.

On April 6, 2000, the Field Services Division formally unveiled the results of its Strategic Planning process at the Public Library Section Conference in Lexington. [Field Services is the division of KDLA that works most directly with local public libraries through three branches: Public Library Development Office, Program Development Office, and the Talking Book Library. Within these branches KDLA provides regional offices, subject specialty consultants, recorded and Braille books for patrons with visual disabilities, entitlement grants, and competitive grants.]

The Field Services Strategic Planning process was modeled after *Planning for Results*, the new method of long-range planning being promoted by the American Library Association (ALA). In this process, Field Services conducted a needs assessment via five focus groups. Two of the five were made up of library directors, two of trustees, and one of a

mix of library support staff. An outside facilitator, Virginia Denny, was hired to conduct the groups and interpret the data generated.

Through the focus groups the public library community identified four significant issues: technology; training and development; partnerships and networking; and new programs and services. They also said that KDLA's roles in helping them should be:

- Visionary
- Standard Setting
- Advisor/Consultant
- Communicator
- Funding Facilitator
- Legislative Advocate
- Technology Advisor
- Facilities Planner
- CE Coordinator
- Human Resource Consultant

Once this information had been gathered, a committee of five was created and named the "New Directions Committee." This group met several times to develop ways and means of applying the above results to KDLA's services to local libraries. Early on, however, it became evident that outside facilitation was needed once again. At this point State Librarian and Commissioner Jim Nelson hired Sandra Nelson, independent library consultant, planning expert, co-author of *Planning for Results*, and former

deputy state librarian of Tennessee. [Ms Nelson
is no relation to Mr Nelson.]

Sandra Nelson expanded the “New Directions Committee” to include all Field Services staff from the PLDO and PDO branches. Ms Nelson started with the question, “What is the purpose of your position?” The answer was, and still is, “to help local public libraries to be the best they can be.” Next she asked, “How will you know when your job is done?” From this the group, working first as individuals, developed a list of 156 characteristics that would identify a fully developed public library. This large list was collapsed, through small group efforts, into 23 characteristics. A final step in this phase was to create measures by which achievement of each characteristic could be determined.

Working with the 23 characteristics of a fully developed public library, the focus group information, and a multitude of years of experience, the expanded “New Directions Committee” identified priorities for assisting local public library development. These were: Continuing Education; Standards; Partnerships; Consultant Specialists; and General Consultants with a specialty. The first three are services and the last two are personnel.

The Consultant Specialists referred to above will be expanded from five to seven. These consultants are employed full-time in their specific specialty. Currently KDLA has:

Automation/Technology Consultant
Continuing Education Coordinator
Children’s Services Consultant
Statistics & Web Liaison

Plans call for adding:

Early Childhood Development Consultant
Construction Coordinator
Development Coordinator

The Development Coordinator is a position that will help libraries identify grants, foundations, fundraising, and partnership opportunities.

The General Consultants with Specialties refers to the regional librarians, although in an

enhanced version. Each regional librarian will have a specific geographical area [see page 3] to work with and will also have a subject specialty to share statewide. The “part-time” subject specialties will be:

- Adult Services
- Bookmobile/Outreach Services
- Collection Management
- Information Services
- Legislative Tracking/Policy Development
- Long-Range Planning
- Personnel [2]
- Publications
- Tax Computations
- Trustees
- Metro Services (to be added later)

The net results of KDLA’s Field Services Division’s strategic planning process are: defining core competencies and services needed to fully develop public libraries, developing standards for public libraries, and continuing in a leadership role where service is visionary and customer focused.

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Serving Kentucky’s Need to Know



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CHARACTERISTICS OF A FULLY-DEVELOPED PUBLIC LIBRARY

Here are the twenty-three characteristics that identify a fully-developed public library:

1. The library board provides the leadership needed to ensure that the library has the sustained funding required to fully support the programs and services identified through its strategic planning process and has a systematic process in place to maintain or increase that funding.
2. The library has a visionary strategic plan that has been developed cooperatively by citizen groups, staff, and the board and is used to make management and organizational decisions; library staff and board review the progress being made toward the goals and objectives in the strategic plan at each board meeting and make changes as needed.
3. The library board is in compliance with all local, state, and federal laws and regulations, is knowledgeable about library practices and policies, and understands the relationship between trustees and staff.
4. The library has sufficient staff to accomplish the priorities identified in the strategic plan and that staff is paid competitive wages and benefits.
5. The library director holds professional certification from the *Kentucky State Board for the Certification of Public Librarians* and has strong supervisory and management skills.
6. The library has the technological infrastructure required to accomplish the priorities established in the strategic plan and maintains and develops that infrastructure to meet future needs.
7. The library staff provides excellent customer service and reaches out to both users and non-users.
8. The library staff has the certification and training needed to do their jobs, regularly attends continuing education classes, and participates in local, state, and national library organizations.
9. The library has an integrated library automation system and provides staff with the technology tools needed to do their jobs.
10. The library and the library board are legally established.
11. The library board, director, and key staff are aware of innovative trends in library services, continually look for ways to improve their services to the community, and are not afraid to take risks.
12. The library offers services and programs that reflect the priorities selected during the strategic planning process.
13. The library has a comprehensive and legally compliant policy and procedures manual, and it is updated annually or more often if needed; library staff and board members understand and adhere to the library policy and procedures.
14. The library is open on a schedule that provides extended hours of service to permit the convenient access to services and resources.

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15. The library has a collection management plan that is reviewed annually and guides the library in providing a diverse, current collection in multiple formats to meet community needs as identified in the library's strategic plan.
16. The library has policies and procedures that encourage people to use all parts of the collection and encourages varied forms of access to materials and services including dial-in access, telephone reference, bookmobile services/outreach, etc.
17. The library facility is well maintained to ensure that it is clean, attractive, inviting, and dynamic.
18. The library participates in statewide library resource sharing and networking activities and programs.
19. The library director and staff have current job descriptions and receive annual written performance appraisals based on those job descriptions.
20. The library provides information on all points of view and endorses the *Library Bill of Rights* and the *ALA Library Code of Ethics*.
21. The library has a facilities plan to ensure that it currently meets state code requirements and is ADA accessible and that it will meet or exceed state space standards in the future.
22. The library facility is designed to meet programmatic requirements and is flexible so that it can be reconfigured to meet the changing programmatic needs.
23. The library establishes and expands partnerships and networks with other organizations and government agencies.

PLANNING FOR EVENTS AHEAD

Don't forget the following special events in library programming, exhibits, displays, reading lists, etc.

| | |
|-------------------|--|
| <i>April</i> | National Humor Month School Library Media Month |
| <i>April 9-15</i> | National Library Week |
| <i>May</i> | National Physical Fitness and Sports Month National High Blood Pressure Month |

And other dates to remember are:

| | |
|--------------------|---|
| <i>April</i> | Trustee nominations to KDLA for terms beginning July 1st |
| <i>April 17-21</i> | Network Administration Boot Camp @ KDLA |
| <i>April 27</i> | KDLA Staff Development Day (all offices will be closed for business) |
| <i>May 1</i> | UFIR due to Department for Local Government |
| <i>May 2</i> | National Library Legislative Day |
| <i>May 8-12</i> | Network Administration Boot Camp @ Kentucky Dam Village |
| <i>May 31</i> | Reference Workshop @ KDLA |
| <i>June 1</i> | FY2001 Budgets and Board Membership list are due to local Fiscal Court via the County Clerk |
| <i>June 1</i> | Reference Workshop @ KDLA |
| <i>June 2</i> | Reference Workshop @ KDLA |

JOKE OF THE DAY

A patron asked the librarian why *Tales of Robin Hood* had been withdrawn from the collection. The librarian replied, "Too much Saxon violence."

TECHNOLOGY SERVICES NEWS

The technical services department at KDLA is always pleased to get cataloguing questions from libraries. To assist further with those little “oddities” that arise, the *Kentucky Public Library Newsletter* will feature cataloguing tips on a regular basis. To make the information all the more valuable, real questions from real librarians are solicited. Write, call, or e-mail Myra Prewitt at: Box 537, Frankfort, 40602; 502.564.8300, ext 227; Myra.Prewitt@kdla.net.

Tip: Sometimes it helps when cataloguing an item to see how someone else has handled other material on the same or a similar subject. Two of the sites that I have found to be particularly useful are both academic libraries. The first library URL is for Indiana University <www.indiana.edu:80>. The second is for the University of Virginia’s library at <www.lib.virginia.edu>. At each site you will find instructions on how to login as a guest. Both catalogues may be searched by author, title, Dewey call number, or LC subject heading.

Reference librarians might also be interested in a link from the UVA site. At <www.halcyon.com/scidub/cgi-pvt/scifair/guestbook.html> you will find information for science fair projects. The Science Fair Exchange looks like it has many good ideas. This might be useful if all your science fair books are checked out! Remember, always call us if we can help you with your problem items.

Happy cataloguing from Myra Prewitt!



AN INVITATION TO SHARE

Do you have technology questions and no time to spend on hold for tech support? Did you just discover a cool shortcut or web site? The Information & Technology Round Table of KLA invites and encourages you to join the KLAINFO discussion list to pose your questions and share your expertise.

To join, send an e-mail to <listserv@lsv.uky> and include “subscribe klainfo yourfirstname yourlastname” in the body of the message. We look forward to hearing from you.

--Cindi Trainor, Young Library, UK

KENTUCKY LITERARY MAP

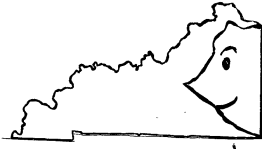
The Kentucky Council of Teachers of English has produced, with assistance from KDLA, a new “Kentucky Literary Map” (the last such map was produced in the 1970s). The KCTE kindly offered to give, free of charge, one of the maps to each public library and branch in Kentucky. Ask your regional librarian for details.

According to the KCTE, additional copies of the map are available by contacting the

Jesse Stuart Foundation
1410 Winchester Avenue
P O Box 391
Ashland, KY 41114
606.329.5232 (voice) 606.325.2519 (fax)
e-mail: jsf@inet99.net
website <www.mis.net/jsf>

Additional maps sell for \$10 each plus \$3 for shipping and handling. Please prepay with a check or money order payable to the “Jesse Stuart Foundation.”

'CROSS THE COMMONWEALTH



All across the Commonwealth public libraries and librarians are doing remarkable things that deserve the recognition of their colleagues. This column attempts to highlight some of these. Requests for additional items are continually solicited.

Anne Hall of the Clark County Public Library is one of two winners nationwide of the Book Wholesalers Inc/Young Adult Library Services Collection Development Grants. The grant of \$1,000 is to be spent on books for young adults.

The **Rebecca Caudill Branch** of the Harlan County Public Library received a \$3,500 grant from the Kentucky Book Fair to help replace materials lost due to water damage from extinguishing a fire next door last fall.

The **Bennett Center Children's Branch** of the **Laurel County Public Library** opened June 1. The branch has over 5,000 books, is conveniently located near the YMCA, and is open ten (10) hours each day Monday through Friday and Saturday mornings. In addition to traditional library materials, this branch has a sand table, paint and an easel, puzzles, toys, and play dough. It also offers computers, software, and Internet access for children as well as browsing materials for parents. A storyhour is offered daily, music programs and puppets on Tuesdays, crafts and games on Wednesdays, art on Thursdays, and Fridays are reserved for puzzles and crafts. In addition to the librarians, staff includes the occupants of two fish tanks, Petey the parakeet,

Herman the hermit crab, and Piggy the hamster.

Marion County Public Library hosted an "Industrial Luncheon" for the heads of larger businesses in the county. Approximately thirty (30) "captains of industry" attended and provided the library with valuable information as to how it could provide more meaningful services and materials to this segment of users.

A Valentine's Day potluck lunch, with the theme of *Love My Library* was provided to the Breckinridge County Fiscal Court and key county officials by the **Breckinridge County Public Library**.

Friends of the Carter County Public Libraries started their petition drive for a public library taxing district on March 1, 2000. Their goal is to collect 3,147 signatures by May 29 on petitions asking Fiscal Court to establish a 6¢ tax rate. Plans call for libraries in the towns of Grayson and Olive Hill plus a bookmobile.

READING IS IMPORTANT

The following appeared in an article in the January 2000 issue of *American Libraries*:

"A decade ago, the cocaine-exposed child was stereotyped as being neurologically crippled.... But a study conducted...reveals that poverty is just as devastating as prenatal drug exposure to young children's cognitive development." According to the *Journal of Development and Behavioral Pediatrics* (12/99), "When 200 toddlers were tested, half of them who had been exposed to cocaine and the other half from poor families,

both groups performed similarly. The developmental delay was attributed, in part, to a “dearth of reading materials in their lives.”

LIBRARY TRIVIA CORNER

LIGHT BULB JOKES

Q: How many cataloguers does it take to change a light bulb?

A: Just one, but she has to wait to see how LC does it.

Q: How many reference librarians does it take to change a light bulb?

A: Well, what type of light bulb are you interested in?

Q: How many KDLA librarians does it take to change a light bulb?

A: Undetermined, but at least one committee and a light bulb focus group meeting and a strategic long-range plan.

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PLEASE FORWARD

